

<<Zero to One Million >>

图书基本信息

书名：<<Zero to One Million How I Built My Company to \$1 Million in Sales... and How You Can. Too 从零到百万富翁>>

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内容概要

By the time Ryan Allis had reached the age of twenty-one, he had achieved the financial goal most people just dream about: He built his company to one million in sales. Allis has since grown his company iContact Corp., a provider of Web-based email marketing and online communication software, to \$10 million per year in sales, and has helped numerous clients increase their sales dramatically. Now Allis shares the secrets of his lightning-fast success with you. In *Zero to One Million*, he details his simple yet innovative evaluation system of “Market-Advantages-Return” to help you determine if your business idea is viable. Once you have a solid foundation, you can apply his advice for successfully running your business—from initial planning to managing high-speed growth.

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